

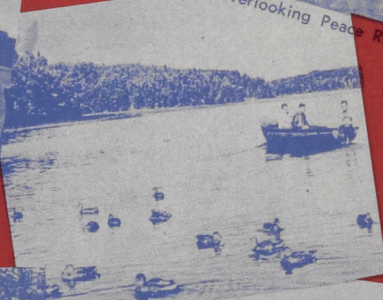
1964 15
See Northern Alberta & B.C.

on the

Scenic route

VIA LESSER SLAVE LAKE

*Gateway to the Yukon, Alaska,
Yellowknife and N.W.T.*



Storyland Valley Children's Zoo, Edmonton

ON THE KLONDIKE TRAIL
through picturesque Peace River Country
"LAND OF MIDNIGHT TWILIGHT"

"THE NEAR NORTH"

The Land of the "PEACE" — at your doorstep.

Here lies a huge Holidayland only a few hours' drive from Edmonton — rich in Nature, rich in History, rich in Scenery and rich in Hospitality. Where the green leaves of summer meet your eye everywhere — along the lake shores, river banks, through farmlands and in the communities. Circle tours may be made throughout the Peace either for a weekend trip or an entire holiday. If you are planning a trip into the North, be it Hay River, Yellowknife, Alaska, Yukon or to Vancouver via Dawson Creek, we invite you to stop along the way and enjoy your trip as you go.

Our mean average July temperature is a

nice comfortable 60 degrees, nice for traveling and nice for sleeping. Sunrise as early as 3:30 and setting near 10 p.m. Twilight extends to near midnight and dawn breaks almost immediately, thus the term "Land of Midnight Twilight" (see midnight picture, elsewhere in map). The "Aurora Borealis" or "Northern Lights" as they are commonly known, are frequently seen and for any who have never seen them, they are indescribable.

May we suggest you take advantage of these long summer days for more sightseeing, fishing and hunting, swimming or boating, camping or visiting.

NOTES ON FISHING AND HUNTING

FISHING: No closed season, and sanctuaries are listed in official regulations.

Permits are necessary for residents and non-residents alike 16 years of age and over at \$2.00 each. Ask for Official Regulations with maps when buying license.

Pickeral, Perch, Northern Pike, Grayling and whitefish abound in the lakes and streams along the Route, starting with Grayling in the Pembina and Tatinaw rivers, Pickeral, Perch and Pike in the lakes of the Westlock and Athabasca areas and the Slave River. Grayling are in the

streams leading into Lesser Slave Lake, with Pickeral, Perch, Pike and whitefish in the Lake. Pickeral and Perch have been planted in Winagami Lake, but as yet only Pike are plentiful. Sturgeon Lake offers good Pickeral and the Forestry road south of Goodwin leads to streams and lakes with Grayling, Mountain Whitefish, Rainbow Trout and Dolly Varden. For more particulars write the Secretary of the town concerned, or this Association. In B.C. write Dawson Creek Chamber of Commerce.

HUNTING: Big Game is plentiful in most

of the fringe areas, particularly Moose, Deer and Bear. Licensed Guides are necessary for non-residents of the Province. Regulations and License are not yet available for this year.

Waterfowl and Upland Birds are plentiful throughout most of Northern B.C. and Alberta in season. Local hotel men and Chambers of Commerce will supply particulars of their area.

Write Alberta Government Travel Bureau, Room 331, Highways Bldg., Edmonton, for regulations, licenses and further data.



THE KLONDIKE TRAIL

The Klondike Trail, or the Trail of '98 as it is often called, received its name from the Gold Rushing Klondikers who struck off from old Fort Edmonton, N.W.T., population 2000, in 1898. These men came from all over the continent and picked Fort Edmonton as their jumping-off point for the Yukon, some 1200 miles to the Northwest. They turned Edmonton into a bustling supply centre at that early date by purchasing their outfits, supplies and equipment for their overland jaunt into the far north. They started out using a wide variety of routes and an even wider variety of modes of travel, ranging from packtrails and ox carts to combination boat-sleds, but all with one thought in mind, that was to reach the Klondike and its GOLD as quickly as possible.

Trails through the Northwest had been in use for centuries, but they consisted largely of overland portages between lakes and rivers, the main travel route of the Indian hunters and war parties. Later, Fur Traders and Explorers of the Hudson's Bay Company and the Northwest Company sought out these routes in their quest for furs and the Northwest Passage. Most famous of these explorers were Alexander MacKenzie, Simon Fraser, Simpson, Thompson and many others, who first penetrated the "Land of the Peace" late in the 18th century. Alexander MacKenzie's crossing of the Continent in 1793, via the Peace River, the first white man to reach the Pacific Ocean by land, remains as one of the most famous feats in Canada's history. (Note: This feat is now being re-enacted by an annual river boat trip. This year it was held on May 16th by a flotilla of 100 boats, leaving Taylor Flats and arriving in Peace River Town.)

Thus it was that over a century later, in 1898, the Gold Strike in the Klondike caused many men to leave their homes and set out overland from Edmonton to intercept these old routes and follow them, hoping to find their way into the Yukon. Only a few were successful, many turned around and headed home after only a few miles, while a considerable number made their way into the Peace River Country. Finding the Peace a challenging land with great promise, many elected to settle there, thus becoming the pioneers of this inland empire of today. Little did they dream that within 60 years the population would grow to 100,000, with thriving towns and cities, rich farm lands, vast timber berths, and millions of barrels of "Black Gold" would be discovered and their products exported throughout the continent. Similarly, little do we of today know the full potential of this "Land of the Peace" as it is still a very young country with millions of acres of raw land and untapped resources beckoning new pioneers.

This fabulous growth of the Northwest is reflected in the similar growth of old Fort Edmonton, still the supply centre of the North, but now a thriving modern city of over 300,000 people. So it is that the Trail of the Klondike played a major role in the development of the North and of the City of Edmonton to their present status. Similarly, the present modern highways following similar routes to the North, will remain as the Klondike Trails of tomorrow bringing untold wealth both into and from the North.

Welcome to the North Country

Welcome to our country and may your trip be pleasant throughout. We, the members of this Association, have published these maps in a co-operative effort to acquaint you with the attractions and facilities in the North and hope that it will contribute in some way to make your stay more pleasant. For more particulars, call on or write the secretary in the community concerned or write this office.

Lesser Slave Lake — Peace River District
Tourist Association
Box 148, McLennan, Alta.

ALBERTA

LEGEND

- SCENIC ROUTE IN RED
- PAVED HIGHWAYS
- GRAVEL HIGHWAYS
- DISTRICT GRAVEL ROADS
- DISTRICT DIRT ROADS
- MILEAGE BETWEEN POINTS
- HIGHWAY NO.
- CITY
- TOWN
- VILLAGE
- HAMLET
- ASSOCIATION MEMBER
- NON-MEMBERS
- PROVINCIAL CAMPSITES
- PROVINCIAL PARKS
- HISTORIC SITES
- SUMMER RESORTS
- LOOK-OUT SITE
- BOATING
- FISHING
- BEACHES
- AIRPORTS

Published by
LESSER SLAVE — PEACE DISTRICT TOURIST ASSOCIATION
Secretary, Geo. Stephenson
McLENNAN, ALBERTA

Lithographed in Canada, June 1964

TO ALASKA
ST. ST. JOHN
SEE NORTHERN ALBERTA and B.C.
thriving towns . . . rich farmlands
. . . beautiful lakes and woodlands
VIA THE SCENIC LESSER SLAVE LAKE ROUTE

CITY OF DAWSON CREEK

Population: 12,500
MILE ZERO ON ALASKA HIGHWAY
Modern travel facilities and tourist accommodations.
Excellent hunting, fishing and camping in the area.



SPIRIT RIVER

Population: 1000
"Heart of the Peace"
All Utilities • Government Offices • Modern Hotel • Cafes
Garages • Liquor Store • Central Peace Shopping and
Sporting Centre • Doctors • Dentist • R.C.M. Police
• Hospital
Gateway to Moonshine Lake Provincial Park
Major Industry: Agriculture

RYCROFT

Population: 550
"Hub of the Peace"
At junction of Highways 2 and 49. All modern utilities. Daily
bus and truck service in all directions. Excellent farming.
tarring.



Dunvegan church on banks of Peace River, between Fairview
and Rycroft, built 1883-1885. Alexander MacKenzie discovered
Dunvegan in 1793.

WANHAM

Prosperous Farming Centre

BEAVERLODGE

"The Town of Friendly People"
Population: 1200

Hotel, Motel, Trailer Court and Camping Facilities. Situated in a
fertile agricultural valley, it is the home of the Dominion Agri-
cultural Research Station—keeping a finger on the pulse of
western agriculture. Gateway to the Monkman Pass and Kinuso
Falls (higher than Niagara).

GRANDE PRAIRIE

Population: 10,000
Largest Alberta centre north of Edmonton, the city is the com-
mercial and distributing hub of the Peace River Country. Large,
modern hotels and motels, parks, swimming pool, golfing, trail
riding, complete shopping and car service facilities. The city is
gateway to a huge wilderness tourist area and is served daily
by plane, bus and rail.

"Grain Capital of the British Empire"

SEXSMITH

Population: 550
Welcome to the centre that is ready and equipped to grow.
Excellent opportunities for the professions, new businesses and
home builders. All modern facilities and conveniences. Resident
Doctor. Theatre. Public and separate schools. Bible College. Easy
commuting distance to the city. Twice daily bus service. Churches
of 5 denominations. Approved N.H.A. Artificial Curling Ice.
Senior and Little League Ball Parks.

WOKING

Hotel, Garages, General Stores
Big Game Hunting
Kadot Lake
8 miles East
Hilltop Lake
8 miles West

HINES CREEK

Gateway to Clear Hills Ore Fields and the Alaska
Highway. Supply Centre for the Northwest. Licensed Hotel,
Cafes, Garages, Banks, Theatre. Golf Course. Good
hunting area.

Population: 1700 Plus

FAIRVIEW

18 unit Motel, 2 modern Hotels, Apartments, 49-bed Hospital,
Good Spring Water, Paved Streets, Arena, Artificial Ice Curling
Rink, Theatres, Trailer Park, Provincial Agricultural & Vocational
Training College. For Brochure of Fairview Contact Chamber of
Commerce.

GRIMSHAW

Population: 1550
Major tourist accommodation centre on Mac-
Kenzie Highway. Mile Zero to all tourists.
Famous for its fine natural spring water.
Nine elevators—the largest grain shipping
centre in the British Empire. 32-room licensed
hotel. Two 8-unit motels. Shopping Centre.
2 Trailer Parks. Provincial Government Cam-
pgrounds.



PEACE RIVER

"Land of 12 Foot Davis"
Population: 4000

Administrative and supply centre for the North Peace and Mac-
Kenzie Highway Route Districts. A modern town with all facili-
ties: 75 bed Hospital, Doctors, Dentists, Druggists, Lawyers,
Florist, District R.C.M.P. Headquarters, Government Offices,
Curling and Hockey Arenas, Ski Tow, Ball Grounds, Golf Course,
Swimming Pool, Bird and Big Game Hunting, etc. 4 Star Motels
and modern Hotels, excellent Cafes and Government Camp
Ground. All-Weather Airport and daily Bus Service. Historic Sites
and most Scenic Valley in Alberta. Several million acres of
arable farm land still to be developed.

GIROUXVILLE

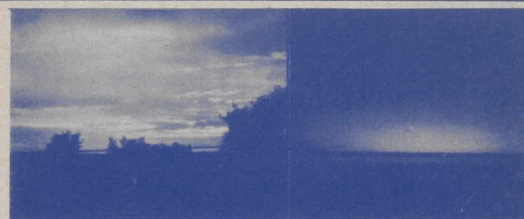
Serves rich farming area and nearby oil and gas fields.
All modern utilities—dial phones, telegraph, rail and
bus service. New modern hotel, stores, garages and cafe.

FALHER

Good Hotel Service — Water and Sewer — 2 Good Cafes —
Theatre open every night — 3 Bulk Petroleum Agencies — 3
Butcher Shops — School: Grades 1 to XII — Electric Shops —
College — General Stores — Groceries — Banks — Daily Bus
Service — 24-Hour Telephone Service — Skating Arena — Dance
Hall — Baseball Diamond — 5 Garages, selling and servicing
cars, trucks and farm machinery — Ladies' Wear — Coin Laundry
— Pool Hall — Jewelry Shop — Tailor — Good TV Reception.

DONNELLY

Modern hotel, cafe, garages, stores, 24-hour phone service,
service stations at junction of Highways 2 and 49. Excellent fall
hunting. Point of interest: Pioneer's Cross.



Late evening twilight in the North. Pictures above were taken
about 10:00 p.m. and at midnight, overlooking Lake Kinuso.

McLENNAN

Population: 1050

Railway Hub of the North

"Gateway to Winagami Lake Provincial Park"

Hotel, 42 quiet and comfortable rooms • Cafes • Bank
Hospital • Doctors • Druggist • R.C.M. Police
Alberta Government Telephones • Liquor Store
Lumber Yard • Garages • Bakery • Dairy • General
Stores • Barbers • Plumbing • Heating • Tinsmithing
Public and Separate Schools, Grades 1 to 12 • Butcher
Beauty Salon • Skating • Curling • Golf • Billiards • TV
Churches: Anglican, R.C. Cathedral, United

KATHLEEN

"Beach Corner"
General store . . . Gas and Oil



WINAGAMI BEACH ASSOCIATION

Huge Annual Picnic — Sunday, July 5, 1964
Excellent Beach • Swimming • Boating • Fishing
Campgrounds • Children's Playground • Lifeguards • Bath
Houses • Camp Kitchens • Concession Booth • Caretaker.
Provincial Government Park

HIGH PRAIRIE

Population: 2167
Annual Stampede
July 29 & 30

243 miles from Edmonton via Highways 2 and 44
24-hour Gas Service • 6 Garages • R.C.M. Police
Licensed Hotels • Hospital, Medical and Dental Service
Drugstores • Ambulance Service • Air Strip • Churches
of all denominations.

High Prairie is situated between the resorts of Winagami
Provincial Park and Lesser Slave Lake and is the trading
centre and government administrative centre for the
eastern part of the Peace River district.

JOUSSARD

General Stores, Gas & Oil, Cabins.

DRIFTPILE

General Store, Gas and Oil

FAUST

"Overlooking Picturesque Lesser Slave Lake"

Garages and General Stores
Modern licensed hotel, 16 rooms (some with bath). Com-
mercial Fish Plants, Government Dock, Lumbering, Mink
Farming, R.C.M.P., Forestry Station, Camping, Boating and
Fishing. Hunting in season. 24-hour phone service. New
school. Anglican and Roman Catholic Churches.



KINUSO

200 miles Northwest of Edmonton on Highway 2 and Northern
Alberta Railway.

Licensed Hotel, 24-hour Restaurant service, Garages, Meatmarket,
Hardware and Department Stores, Barber Shop, Trucking Service,
Churches, Royal Bank.

SANDY BEACH, 5 miles North on South shore of Lesser
Slave Lake, Campsite. You will always remember this
beautiful site. Excellent FISHING: Grayling fish, 15 miles
South, Swan Hills Road. HUNTING: Ducks, upland birds
and big game in season. Write Secretary Kinuso and
District Chamber of Commerce for further information.

CANYON CREEK

Nestled along the shore of beautiful Lesser Slave Lake
Licensed Hotel and Cafe adjoining park and beach with
inland dock for boats. GOOD FISHING — Pickerel, Pike,
Perch, Grayling and Whitefish.

WIDEWATER

A pleasant lakeside community situated on the southern
shore of Lesser Slave Lake. Swimming, fishing, boating, fur
farming, commercial fishing, logging, camping and hunting
in the area.

SLAVE LAKE

"Alberta's Newest Oil Pond"

Oil is not The Only Thing we have here. Be sure to plan a
holiday or even a week-end at our wonderful beach. Four gov-
ernment campsites in immediate area where you can boat ride,
swim, fish, take scenic drives and forget your worries. Alberta's
newest Family Resort — "You have to see it to believe it" — and
don't forget you can obtain almost anything here from an aspirin
tablet to a ship's anchor. So put Slave Lake on your vacation
map for 1964.



SMITH

At the Junction of the Athabasca and Slave Rivers and
Highways 2 and 44, a historic natural meeting point. Be
sure to visit beautiful Fawcett Lake known for the best
of fishing (including whitefish); an ideal spot for camping,
boating and swimming and big game in season. Smith is at
your service with good stores, cafe, garage, etc., and fully
licensed hotel.

ATHABASCA

Population: 1500

Originally "Athabasca Landing" this active town is situated
in the scenic Athabasca Valley near the geographical centre
of the province. All modern facilities. Hotel accommodation,
Picnic Site, Campgrounds, Historic Site — all located
within the town limits. Close by are Golf Course, Baptiste
Lake, Island Lake and Calling Lake which offer beaches,
swimming, boating and fishing.

Call or write Chamber of Commerce for information.



FAWCETT

Licensed hotel, stores, garages, camping, fishing, hunting
supplies, swimming, boating. All in the area.

JARVIE

Half-way stop, 1 mile off highway. General store and
garages.

WESTLOCK

Population over 2000

50 Miles North of Edmonton . . . One of the best mixed
farming districts in Alberta (grains, dairying and honey).
Market Centre. Two Medical Clinics. One Dental Clinic.
95-bed Hospital. Central School. Excellent Shopping Centre.
TOURIST ATTRACTIONS: Excellent hunting (big and small
game, fishing in the immediate area, and fine lakes and
beaches. Two bus lines, Northern Alberta Railway, and a
private air strip to serve the locality. Hotel and new first-
class motel accommodations.

See Northern Alberta & B.C.

on the

Scenic route

VIA LESSER SLAVE LAKE

Gateway to the Yukon, Alaska,
Yellowknife and N.W.T.



12-Foot Davis Grave, overlooking Peace River

Alaska Hwy Mile 0 Post,
Dawson Creek, B.C.

Storyland Valley Children's Zoo, Edmonton

ON THE KLONDIKE TRAIL
through picturesque Peace River Country
"LAND OF MIDNIGHT TWILIGHT"

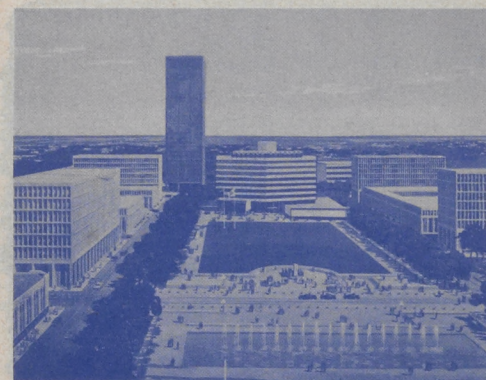
EDMONTON

Population: Over 1/3 of a million people

Welcome to EDMONTON — Trading Centre and the Gateway to
Canada's Great Northwest. While here, be sure to visit:

City Hall
Jubilee Auditorium
Legislative Building
Planetarium
Storyland Valley Zoo
Sport & Recreation Facilities
Alberta Game Farm
Elk Island Park
Pioneer Village
Golf Courses and Beaches

Visit our Tourist Bureaus — ALWAYS AT YOUR SERVICE:
10189 - 100th Street
5068 Calgary Trail



EDMONTON — Supply Centre for the North,
since the days of the "Klondike." Follow the Klondike Trail—
both to and from Edmonton.

Edmonton Chamber of Commerce
8905 - 101A Ave., Edmonton